Construction Marketing Awards 2023

INSIDE Best Low Budget Campaign







SUMMING-UP THE IMPORTANCE OF ACCURATE U-VALUE CALCULATIONS FOR BUILDING STAKEHOLDERS







FEEL

GOOD





u for recently using our u-value cal

that the importance of energy efficiency has becation for residential and commercial buildings. tainability and reduced en ve emerged as a vital fac

veloped a blog that sums-up the importance of accurate

e explore the role correct U-value calculations play in thy comfortable properties that achieve regulation levels of



Campaign statistics

Recticel Insulation, aiming to attract a targeted audience to its online U-Value Calculator, required a campaign that generated leads and resulted in increased product sales.





RECTICEL

insulation

47% clicks on Paid LinkedIn Ads



31% increase in **U-Value calculations**



18% CTR on PPC

43% total open rate of email campaign





